

DOWNTOWN SAN BRUNO PARKING STUDY – PARKING MANAGEMENT PLAN

Item 6a: Accept Downtown San Bruno Parking Study - Parking Management Plan

City Council Meeting

January 22, 2019

Darcy Smith,
Community & Economic Development Director



Agenda

1. Parking Management Plan
 - Background
 - Plan Objectives
2. Consultant Presentation
 - Study Summary
 - Recommended Strategies
3. Strategies Update
4. Staff Recommendation
5. Questions

Recommendation

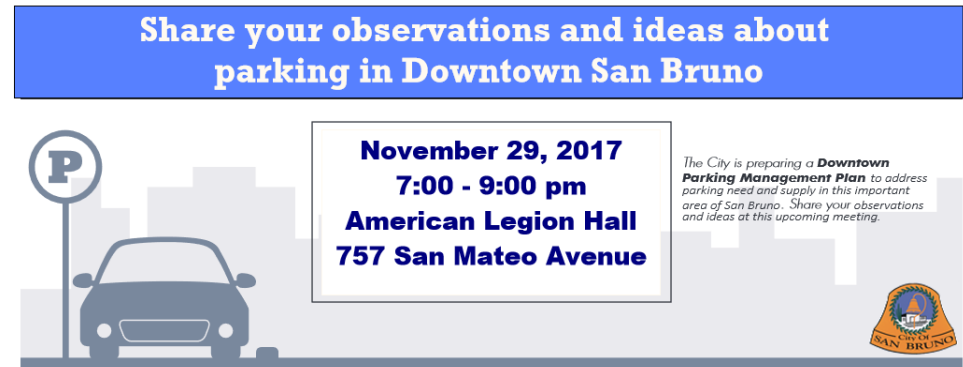
- Make a **Motion**:
 - Accept the Downtown San Bruno Parking Management Plan.

Background

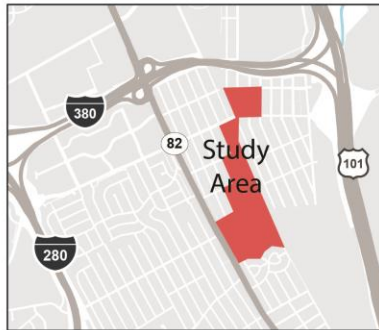
- Study and Plan funded by C/CAG grant (2016).
- Key implementation strategy:
 - City General Plan.
 - City Transit Corridors Plan.
 - San Bruno Measure N – Economic Enhancement Initiative.

Community Engagement

- Community Meeting
November 2017-
Attended by 35
community members
and staff.
- Stakeholder Interviews
May 2018.
- Existing conditions
memorandum provided
to the City Council -
May 8, 2018 Meeting.



Downtown Parking Study Area



Legend

- San Mateo Avenue
(License Plate Data Collection)
- Other On-Street
(Occupancy Only)
- Off-Street Public
- Off-Street Private



Plan Objectives

- **Analyze** the existing conditions:
 - Study parking supply and occupancy on-street and in public and private parking lots – May 2017.
 - Study parking duration and turnover.
 - Evaluate parking regulations and enforcement.
- **Project** future parking demand through 2050 based on Transit Corridors Plans growth projections.
- **Recommend** phased parking management strategies for downtown to manage peak demand periods and increase the parking supply.
- **Examine** the potential costs and revenues of implementing the Plan, including preliminary analysis of the estimated costs of a new public parking garage downtown.

CONSULTANT'S PRESENTATION

Bill Hurrell

Vice President

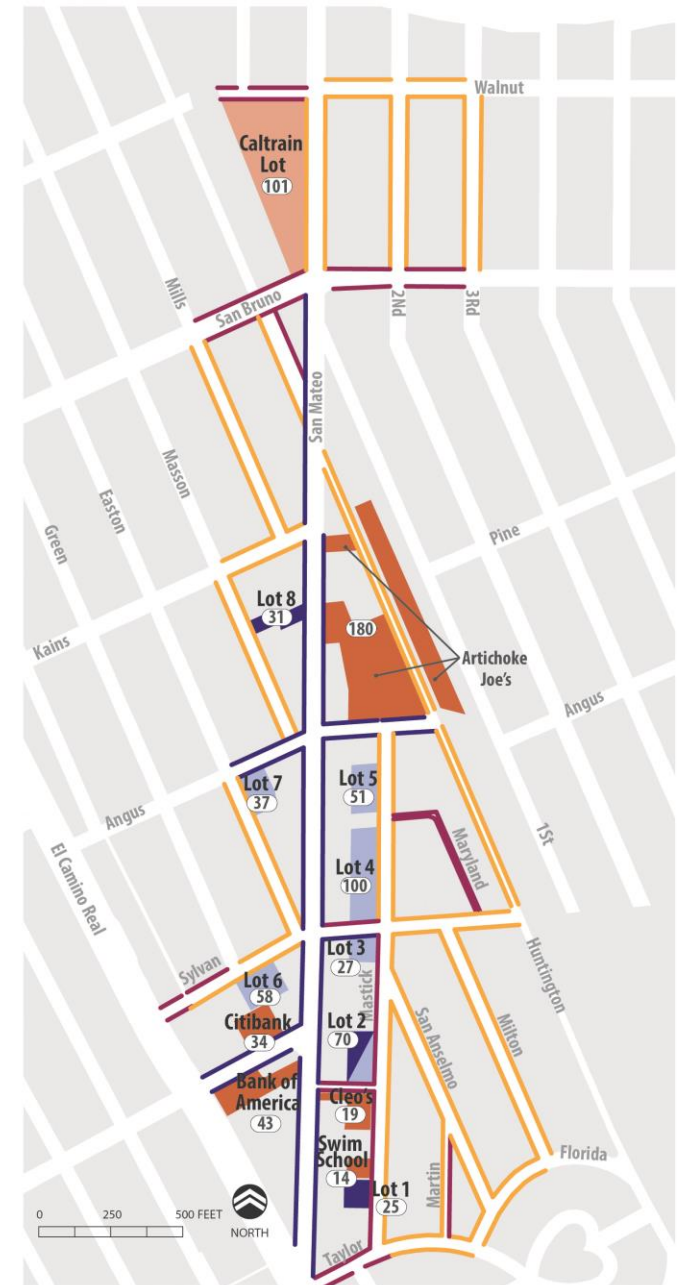
Anne Spevack, AICP

Transportation Planner

CDM Smith

Existing Downtown Parking Supply

- **Public parking serving commercial uses is time limited** and is primarily located on San Mateo Avenue and in adjacent public lots. **All on-street parking is 2 hours and lots are either 2 or 5 hours.**
- Enforcement is **6 days/week.**
- **Parking serving residential uses** on surrounding blocks has **no time restrictions.**
- There is a **large supply of off-street parking which serves primarily daytime uses, including private parking lots.**



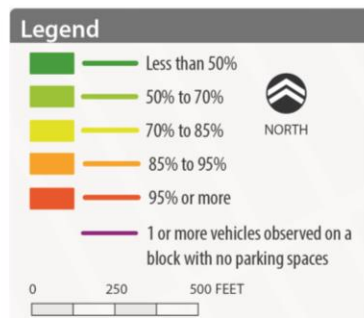
Existing Downtown Parking Supply

- With the exception of the Caltrain lot, **all of the public on- and off-street parking** in Downtown San Bruno is **free**.
- **Over a third** of the total on-street spaces in the study area have **no time restrictions imposed** by the City.

Space Type	Study Area	
	Spaces	%
On-Street Parking		
San Mateo Avenue	162	10%
Surrounding Blocks	612	39%
Off-Street Parking		
Public Lots	500	32%
Private Lots	290	19%
Overall	1,564	100%

Weekday Parking Occupancy

- **Portions of San Mateo Avenue are used heavily during the day, but many blocks have available spaces.**
- **Residential parking is very full in the evening, with some blocks exceeding estimated capacity.**
- **Public off-street facilities experience low usage throughout the day. However, there are still some vehicles parked in these lots late into the night.**



Weekday Midday Occupancy

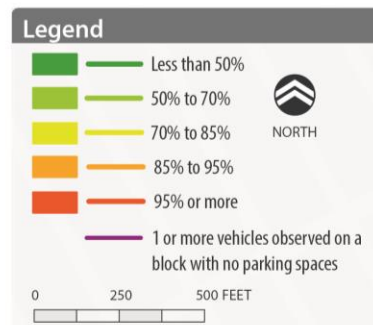


Weekday Evening Occupancy



Weekend Parking Occupancy

- **Heavy parking usage throughout the afternoon** on San Mateo Avenue, nearby side streets, and public lots.
- **Parking in residential areas is very full** throughout the day, especially in the evening.
- **Off-street lots are used heavily**, possibly by visitors who do not visit the area during the week.



Weekend Midday Occupancy



Weekend Evening Occupancy



Parking Duration

- Vehicles on San Mateo Avenue tend to stay slightly longer on weekends than weekdays.

	Number of cars parked for:					
	Less than 2 hours	2 to 4 hours	4 to 6 hours	6 to 8 hours	8 to 10 hours	10 or more hours
Weekday	87%	9%	2%	1%	0%	0%
Weekend	83%	11%	4%	1%	1%	0%

Summary of Existing Conditions

- **Businesses.** Usage of parking spaces that primarily serve businesses is moderate to high during the daytime, and decreases after 8PM on the weekdays and weekends, but some vehicles remain overnight.
- **Residential street blocks.** Well-used during the weekday; full or even over capacity in the evenings and on the weekend.
- **Residential parkers may be using the commercial parking areas** in the evenings when there is no room left on residential blocks.

Estimated Future Parking Demand

Methodology: Applied observed parking demand rates to expected future development. Assumes occupancy of 85% in public and retail parking facilities and 95% in office and other private parking facilities.

The demand estimates are rough approximations dependent on levels and types of development.

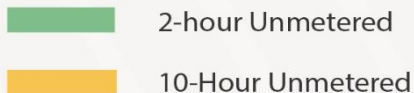
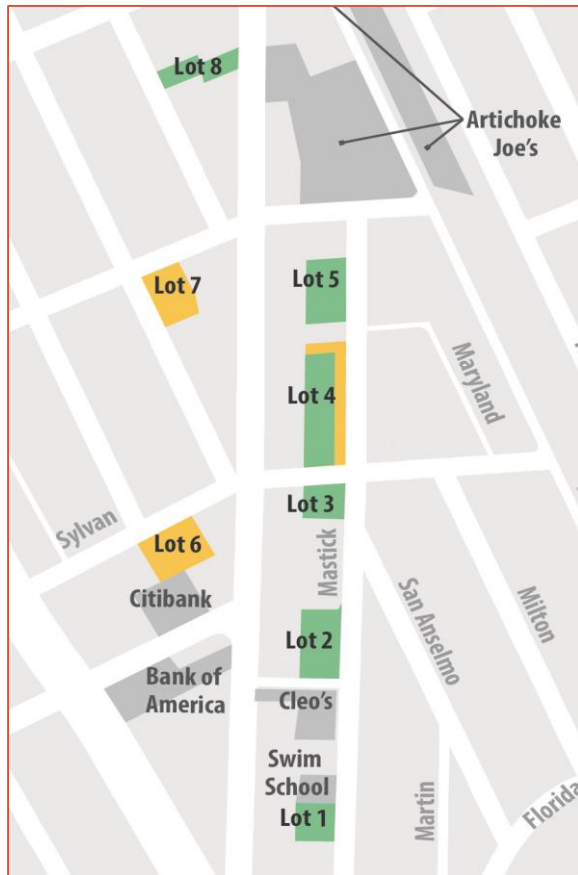
Year	Peak Period	Estimated Additional Parking Required (Cumulative)
2030	Weekend Evening	76
2040	Weekday Mid-day	185
2050	Weekday Mid-Day	433

Recommended Parking Strategies: Adjust Enforcement Hours

- Enforcement during peak hours is necessary to ensure parking management is effective and aligned with peak demand periods.
- Plan recommends **extending or shifting enforcement hours from 6 p.m. to 8 p.m. or 9 p.m.** to better match the peak occupancy period.
- Could shift enforcement hour start time back **from 8 a.m. to 10 a.m.** to help mitigate increased labor costs.

Recommended Parking Strategies: Adjust Time Restrictions

Recommended Time Limits



- Effective time restrictions will ensure **more efficient utilization of city parking facilities** and accommodate demand.
- Plan recommends changing restrictions in off-street downtown facilities that are currently 2 hours or 5 hours to **10 hours**.
- Current 5 hour time limits are **do not meet the needs of employees**, and longer than most visitors need for shopping or appointments.

Recommended Parking Strategies: Improved Signage and Lot Maintenance

- **Improved signage and driver information** can help drivers find parking lots that fit their needs and have available spaces.
- **Signs** can direct people to lots with longer time limits which may not be visible from the street.
- **Improved maintenance and security** could also encourage drivers to park in off-street lots that are currently not inviting.

City of Redwood City
Electronic Parking Availability Sign



Source: City of Redwood City

City of Berkeley
Value Parking Sign

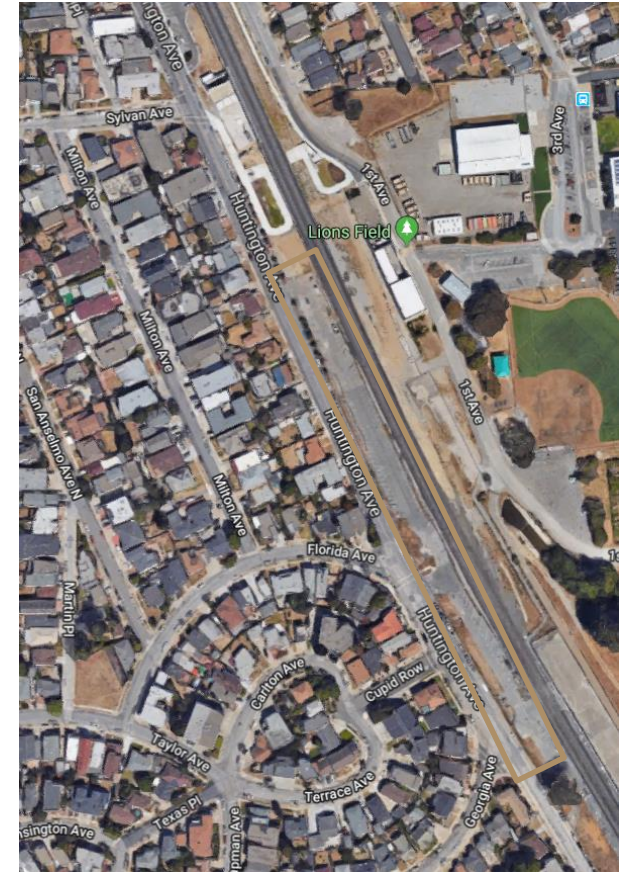


Source: The Daily Californian

Recommended Parking Strategies: Short-term Increases in Parking and Drop-Off Capacity

- Explore leasing the former **Sylvan Avenue Caltrain Station** as a temporary employee parking lot.
- Explore **restriping San Mateo Avenue** to increase the number of parking spaces.
- Study options for **reducing congestion caused by afternoon drop-offs** on San Mateo Ave.
 - Recommend creating new **temporary loading zones** during peak drop-off periods (4 p.m. to 6 p.m.) in prime locations.
 - **Recommend increasing enforcement of prohibiting drop offs in the street** during peak periods.

Former Sylvan Avenue Station Lot



- Many cities on the peninsula **charge for parking in their downtown or commercial areas** using meters or permit systems.
 - South San Francisco
 - Millbrae
 - Burlingame
 - San Mateo
 - Redwood City
- **Recommend priced parking policy that can be varied based on location or type of parking.** Pricing needs to be analyzed in the future in more detail.
- **Price chosen should be based on observed parking demand** and reviewed and adjusted periodically.

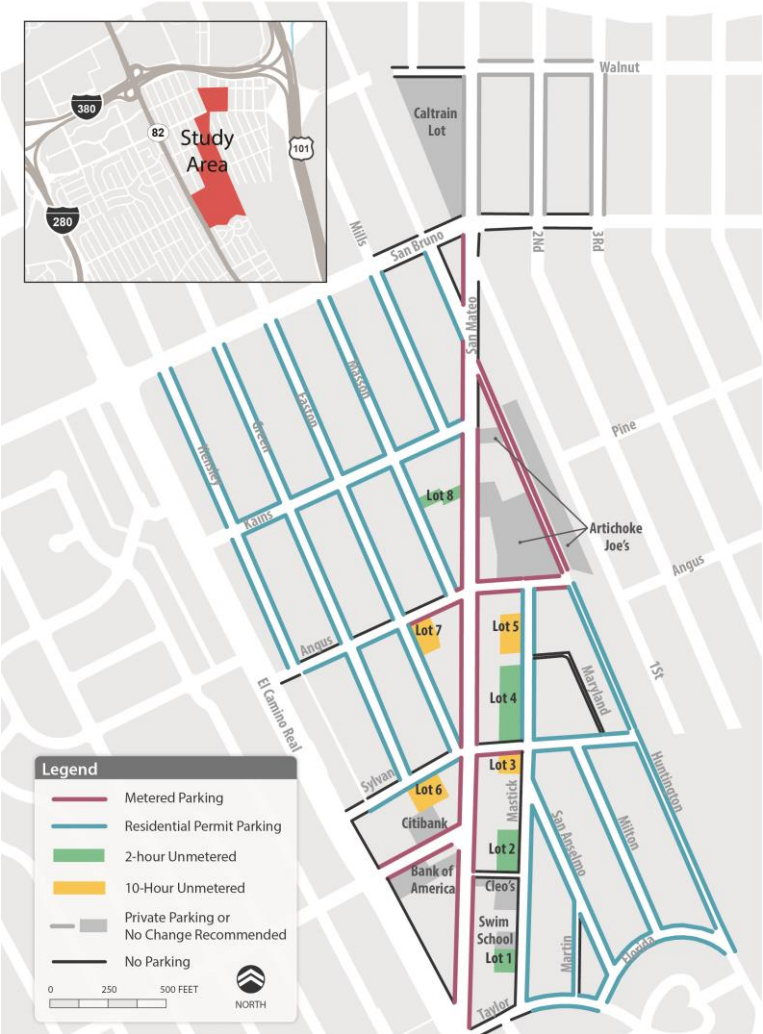
Study Area

Legend

- Metered Parking
- Residential Permit Parking
- 2-hour Unmetered
- 10-Hour Unmetered
- Private Parking or No Change Recommended
- No Parking

0 250 500 FEET

NORTH



Recommended Parking Strategies: Priced Parking Payment Technology

- All three are commonly used throughout the Bay Area.
- **Multi-space meters** are a lower cost option than smart meters, but can be less convenient for users compared to **Smart Meters**.
- **Mobile payment** is generally used in addition to multi-space or smart meters.

Mobile Parking



Smart Meters



Multi-space Meters



Recommended Parking Strategies: Residential Permit Parking Programs

- **Residential Preferential Parking** Programs(RPPP) limits parking on residential streets for non-residents.
- Permit programs can have **monthly or annual fees, with validation** of residence.
- **Overnight residential parking permits for City parking facilities** could also allow parking for extended periods of time in public off-street facilities, particularly overnight when downtown businesses are not open.

City of Oakland Example RPP Signage



Recommended Parking Strategies:

Parking Structure

- Centralized parking **reduces traffic caused by cruising** and encourages walking.
- **Ground floor retail** eliminates dead sidewalk space.
- Could be **incorporated into private development** to incrementally add public parking.
- Site analysis should consider **efficiency of space** and street frontage along with availability of land.



City of Alameda – Civic Center Parking Structure



City of San Mateo– Main Street Parking Structure

Recommended Parking Strategies:

Parking Structure

- **Major investment:** \$30K-50K per space. At \$40k per space, a 450-space garage would total **\$18 million**.
- Funding mechanisms could include the following:
 - **Parking fees** may help reduce the public subsidy, but are unlikely to cover more than a small fraction of costs.
 - A **Parking District or Business Improvement District** allows property owners to agree to a property tax increase to fund a parking structure.
 - **Developer in-lieu fees** could be imposed on new development in place of constructing required parking.
 - **Public-Private Partnership** would allow public parking to be provided within a private development, reducing cost and risk to the City.
 - **Development Impact Fees.** The garage is included in the current Development Impact Fee Study.
- A public parking garage would require additional feasibility, financial, and engineering analysis.

Proposed Parking Management Strategies

Recommendation Matrix

Short-Term Strategies	Status Update
1. Adjust parking enforcement hours to 8 or 9 p.m.	Underway. Staff schedules to be adjusted in current Q3 of FY 2018-19.
2. Adjust time restrictions, primarily to convert 5-hour spaces to 10-hour spaces for employee use.	Not started. To be added to staffs' work plan for 2019. Timing for full implementation may be linked to installation of parking meters.
3. Install improved parking wayfinding signage.	Underway. Location and design of signage is included in Downtown Streetscape Plan, which is anticipated to be completed in Q1 of FY 2019-20.
4. Improve parking lot maintenance and security.	Underway. Parking Lot Resurfacing Project nearing completion. Additional maintenance and security to be analyzed in FY 2019-20.
5. Sylvan Avenue Caltrain Station public parking utilization.	Not started. Lot currently not available due to use for Caltrain Staging for Electrification Project until 2020/2021. Staff to explore future use with Caltrain.
6. Conversion of San Mateo Avenue parallel parking to diagonal parking	Underway. Included in Downtown Streetscape Plan, which is anticipated to be completed in Q1 of FY 2019-20.
7. Study Afternoon Drop-off Solutions on San Mateo Avenue.	Not started. To be added to staffs' work plan for 2019.

Proposed Parking Management Strategies

Recommendation Matrix

Mid-Term Strategies	Status Update
8. Install parking meters on San Mateo Avenue to encourage short-term parking and direct long-term parkers into lots.	Not started. Staff to issue RFP for parking meters by Q2 of FY 2018-19. Full implementation TBD.
9. Residential Permit Parking Program Expansion.	Underway. Seeking community input on pilot program. Estimated implementation in July 2019.
10. Formalize overnight parking arrangements in public lots through an overnight resident parking permit program to increase supply available to residents.	Not started. To Be analyzed further and in conjunction with the use of the Sylvan Avenue Caltrain Station as well as adjustments to time restrictions and installation of parking meters in City lots.

Long-Term Strategies	Status Update
11. Begin process of planning and securing funds for a parking garage.	Ongoing. Recommended Development Impact Fee Program includes funding for a downtown parking structure. Additional funded needed. To be analyzed further in conjunction with installation of parking meters and future development activity.

Recommendation

- Make a **Motion**:
 - Accept the Downtown San Bruno Parking Study-Parking Management Plan.

QUESTIONS?
